

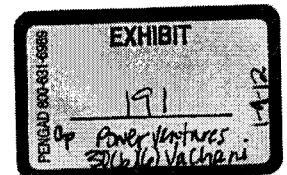
EXHIBIT 10

From: [Bruno Carvalho](#)
To: [Steve Vachani](#)
Subject: dados da campanha
Date: Sunday, December 14, 2008 5:57:42 AM
Attachments: [estatisticas.xlsx](#)

Segue em anexo

Ats

Bruno



From: Bruno Carvalho

To: Steve Vachani

Subject: campaign data

Date: Sunday, December 14, 2008 5:57:42 AM

Attachments: estatisticas.xlsx

It follows as an attachment

Sincerely Yours

Bruno



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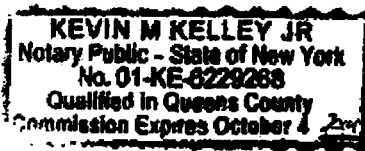
I, Christina Farah, hereby certify that the following is, to the best of my knowledge and belief, a true and accurate rush translation, of the following document "estadísticas" from Portuguese into English .

Signature

Sworn to before me this

Friday, December 09, 2011

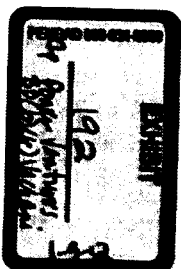
Signature, Notary Public



Stamp, Notary Public

Total de logins

	2-Dec	3-Dec	4-Dec	5-Dec	6-Dec	7-Dec	8-Dec	9-Dec	10-Dec	11-Dec
Logins únicos no site										
63,809	124,915	124,627	118,360	68,166	49,337					
Convertido	1,57%	9,84%	7,27%	4,79%	0,20%	0,25%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Pagamentos na página de campanhas										
974	12,281	9,046	5,653	137	128	113	4,204	11,247	74,22	15%
Convertido	18%	18%	21%	21%	99,7%	826%	1035%	28%	22%	15%
Quantidade de usuários que enviaram										
comentários	181	2,184	1,860	1,204	1,311	1,016	1,169	1,165	2,444	1,114
Total de comentários enviados (e-mail)	2,894	33,243	29,847	16,525	19,890	15,569	17,612	45,002	47,252	52,456
comentários/usuário	18,99	15,22	16,08	15,99	15,17	18,32	15,07	38,63	19,33	47,09
Convertido	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cliques totais nos comentários										
Convertido	0,79%	0,79%	0,65%	0,40%	0,16%	0,02%	0,00%	8,68%	1,61%	0,53%
Pagamentos de link pago										
23	262	208	74	31	3	0	3905	854	279	120%
Convertido	26%	65%	68%	215%	1800%	5367%	#DIV/0!	8%	25%	120%
Novos usuários	6	169	140	159	558	161	166	300	217	336



Total logins

	2-Dec	3-Dec	4-Dec	5-Dec	6-Dec	7-Dec	8-Dec	9-Dec	10-Dec	11-Dec
Single logins on the Site	63,809	124,915	124,627	118,380	66,166	49,337				
Conversion	1.53%	9.84%	7.27%	4.78%	0.20%	0.25%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Pageviews on the campaign page	974	12,291	9,066	5,653	137	123	113	4204	11247	7422
Conversion	18%	18%	21%	21%	957%	826%	1035%	28%	22%	15%
Amount of users who sent invitations	181	2,184	1,860	1,204	1,311	1,016	1,169	1,165	2,444	1,114
Total invitations sent (e-mail)	2,894	33,243	29,847	18,525	19,880	15,569	17,612	45,002	47,252	52,456
Invitations / user	15.99	15.22	16.05	15.39	15.17	15.32	15.07	38.63	19.33	47.09
Conversion	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total clicks on the invitations										
Conversion	0.79%	0.79%	0.69%	0.40%	0.16%	0.02%	0.00%	8.68%	1.81%	0.53%
Page views of the land page	23	262	205	74	31	3	0	3905	854	279
Conversion	26%	69%	68%	215%	1800%	5367%	#DIV/0!	8%	25%	120%
New users	6	169	140	159	358	161	166	300	217	336



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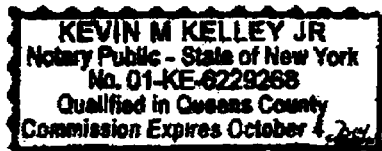
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